RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #317880
Ms. E. Jones
R. L. JONES & SONS

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Ellie:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **60** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Winston Box*	12300-25379
4	*Winston Light Box*	12300-25380
2	*Winston Ultra Lt Box*	12300-25381

Product / Premium Arrival:	**June 29, 1998**
Ship Date to Retail:	**Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE:	**1.6113**
SKU WT (w/o Product):	**3.2200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Cartons**
EFT $ Amount:	**$2,120.94**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

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Source: https://www.industrydocuments.ucsf.edu/docs/srpn0000

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (8 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/srnn0000

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WORKPLAN VAP TEMPLATE LISTING

DATE: 98-05-20
TIME: 11:21 AM

WHOLESALER : 317880 R.L.JONES & SONS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL S1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162225	720316	LAKE SHORE DOCK&SHO	525 W LAKE RD	GENESEO	NY	14454	2			001178	(716)243-5790
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	3	NYS			(716)384-5632
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	2				(315)536-6621
162605		673609	HARMAS READIMART	435 SING SING RD	HORSEHEADS	NY	14845	2				(607)796-2860
162605		696049	SCHOONIES	523 E HIGH ST	PAINTED POST	NY	14870	2				(607)936-1415
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	2				(607)734-5200
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	2				(607)936-4878
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	2				(607)739-2407
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	3				(716)526-5522
162605	162624	269708	FEDERAL HOLLOW MKT	9 S MAIN ST	RUSHVILLE	NY	14544	2				(716)554-3149
162605	162225	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	2	NYS			(607)962-2090
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	2	NYS	0362-0102		(607)962-5518
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			(607)732-0130
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	2				(607)583-4402
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	3				(607)324-0305
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	2				(607)583-4199
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	2				(607)776-2827
162606	162225	732132	HATFIELD'S CASH & C	113 GANSEVOORT ST	BATH	NY	14810	2				(607)776-2035
162606	162225	544681	LAKEVIEW MINI MART	6748 ROUTE 415 SO	BATH	NY	14810	2	NYS			(607)776-4910
162606	162225	398329	EXPRESS FOODMART	17 N MAIN ST	ALFRED	NY	14802	3	NYS			(607)587-8443

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 45

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 45

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WHOLESALER PACKING INSTRUCTIONS

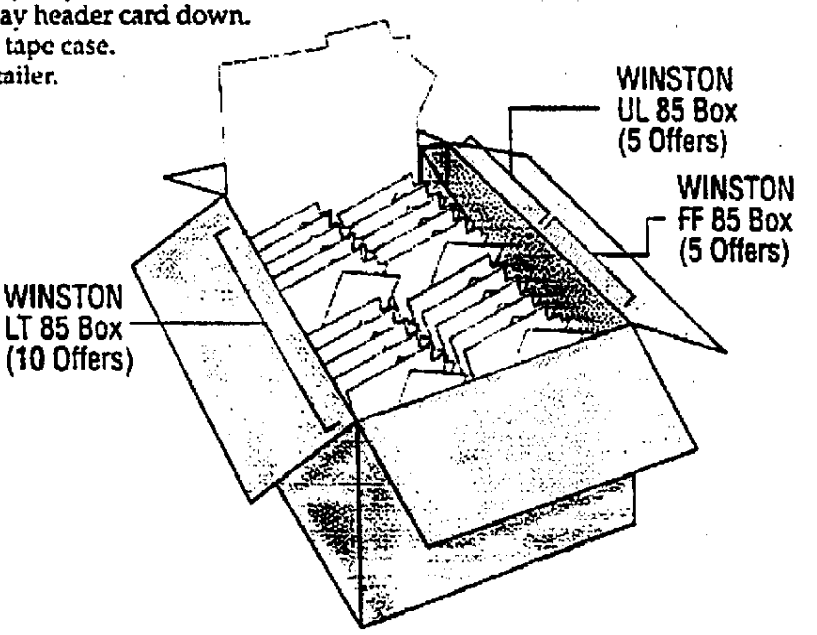
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN_JUL_$1/2_PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

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PTD IN USA

$1.00 off with 2-pack purchase.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

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